



WJLA  
1100 Wilson Blvd, 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

SRH Media Inc.  
2204 Countryside Drive  
Silver Springs, MD 20905

## Contract # 196877

**Schedule Dates** 09/26/12-09/30/12  
**Advertiser** Sobhani for Senate (16132)  
**Agency** SRH Media Inc. (3168)  
**Product** Political-Political (1088)  
**Brand** Sobhani 9/26-9/30 (71968)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Hazleton, Steve  
**Phone/Fax** /  
**CPE** SOBHANI/US SENATE MD/9/26-9/30  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 09/25/12  
**Last Modified** 09/25/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,420.00  
**Net Total** \$36,380.00  
**Sales Tax**

**WJLA Arlington (WJLA)**  
**By Broadcast Month**  
Sep. 2012  
Grand Total:  
**Spots** 15  
**Rate** \$42,800.00  
\$42,800.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/26/12-09/28/12	3	:30	6:59A-ABC-COOD MORNING AMERICA				1	1	1			3	\$1,600.00	\$4,800.00	WJLA Arlington (WJLA)		9/25/12
2.0	Normal Line / SPOT	09/26/12-09/28/12	3	:30	4:58P-NEWS-ABC 7 NEWS @ 5P				1	1	1			3	\$2,000.00	\$6,000.00	WJLA Arlington (WJLA)		9/25/12
3.0	Normal Line / SPOT	09/26/12-09/27/12	3	:30	5:59P-NEWS-ABC 7 NEWS @ 6P				1	1				2	\$3,200.00	\$6,400.00	WJLA Arlington (WJLA)		9/25/12
4.0	Normal Line / SPOT	09/26/12-09/27/12	3	:30	6:58P- WHEEL OF FORTUNE				1	1				2	\$4,400.00	\$8,800.00	WJLA Arlington (WJLA)		9/25/12
5.0	Normal Line / SPOT	09/26/12-09/27/12	3	:30	7:27P- JEOPARDY				1	1				2	\$4,800.00	\$9,600.00	WJLA Arlington (WJLA)		9/25/12
6.0	Normal Line / SPOT	09/26/12-09/27/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P				1	1				2	\$3,200.00	\$6,400.00	WJLA Arlington (WJLA)		9/25/12
7.0	Normal Line / SPOT	09/30/12-09/30/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		9/25/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at [www.wjla.com](http://www.wjla.com) and are incorporated by reference in their entirety.

Sobhani DC

196877

Date: 9/24/2011

Client: Sobhani  
Media: TV  
Product: N/A  
Primary Demo: Adults 35+

Flight Start Date: 9/26/2012  
Flight End Date: 9/30/2012

Vendor: WJLA

Bill To:

Affiliation: ABC

Phone:  
Fax:

Daypart	COST	Days					Total
		Dur	9/26	9/27	9/28	9/29	Spots

Washington, DC Oct12 Proj. (Oct11 HUT, May12 SHR) DMA Nielsen Live Only

WJLA-TV

M-F 5a-6a	\$700.00	30	0	0	0	0	0
gm w							
M-F 6a-7a	\$1,400.00 ✓	30	0	0	0	0	0
gmw							
M-F 7a-9a	\$1,600.00 ✓	30	1	1	1	0	3
gma							
M-F 9a-10a	\$1,000.00 ✓	30	0	0	0	0	0
live with kelly							
M-F 10a-11a	\$800.00 ✓	30	0	0	0	0	0
rachael ray							
M-F 11a-12n	\$2,500.00 ✓	30	0	0	0	0	0
the view							
M-F 12n-12:30p	\$1,000.00	30	0	0	0	0	0
noon news							
M-F 12:30p-1p	\$800.00	30	0	0	0	0	0
millionaire							
M-F 3p-4p	\$1,600.00	30	0	0	0	0	0
anderson							
M-F 4p-5p	\$2,400.00	30	0	0	0	0	0
katie counic							
M-F 5p-6p	\$2,000.00 ✓	30	1	1	1	0	3
news							
M-F 6p-6:30p	\$3,200.00 ✓	30	1	1	1	0	2
news							
M-F 7p-7:30p	\$4,500.00	30	1	1	0	0	2
wheel							

4400

+200

# Sobhani DC

Date: 9/24/201

Client: Sobhani  
Media: TV  
Product: N/A  
Primary Demo: Adults 35+

Flight Start Date: 9/26/2012  
Flight End Date: 9/30/2012

Vendor: WJLA

Bill To:

Affiliation: ABC

Phone:  
Fax:

Daypart	COST	Days	Wed	Thu	Fri	Sat	Sun	Total
		Dur	9/26	9/27	9/28	9/29	9/30	Spots

## Washington, DC Oct12 Proj. (Oct11 HUT, May12 SHR) DMA Nielsen Live Only

### WJLA-TV

M-F 7:30p-8p	<del>\$5,000.00</del> <b>4100</b> +4100	30	✓	✓	0	0	0	2
jeopardy								
M 8p-10p	\$18,000.00	30	0	0	0	0	0	0
dance with stars								
Th 10p-11p	\$6,000.00	30	0	0	0	0	0	0
Scandal premiere								
Su 7p-8p	\$4,000.00	30	0	0	0	0	0	0
once upon a time								
M-F 6:27p-6:30p	\$8,000.00	30	0	0	0	0	0	0
world news								
Sa 8p-11:30p	\$7,500.00	30	0	0	0	0	0	0
NCAAF: WISC @ NEB								
M-F 11p-11:35p	<del>\$3,600.00</del> <b>3300</b> +400	30	✓	✓	0	0	0	2
late news								
Su 11p-12:05a	<del>\$700.00</del> <b>800</b> 1	30	0	0	0	0	1	1
news								
Total Spots:		6	6	2	0	1		15

Total Cost: \$44,100.00  
Total SEP 12 \$44,100.00

\$1300 credit

15